

8. The system of claim 7, wherein said markup language is eXtensible Markup Language (XML).

*A15
concl.*
[Please amend claim 9 as follows:]

9. A system of claim 7, further including a translator for requesting and receiving markup language data from said database and producing a Hypertext Markup Language (HTML) file for presentation on said company website.

[Please amend claim 10 as follows:]

10. The system of claim 8, further including a translator for requesting and receiving XML file data from said database and producing a markup language file for presentation on an appropriate device.

In the Abstract:

Please replace the abstract paragraph beginning at page 12, line 2 with the following rewritten paragraph:

A16
A system and method for providing management such as creation, manipulation, storage, control, and retrieval of digital content for a company on a global basis. Digital content is created and stored in, for example, the eXtensible Markup Language (XML) format using the relationship between objects on the physical page and the elements comprising the objects. The XML data is developed by defining page components, mapping the components on a page and indexing the page for future retrieval of the page. The data is then stored in a single database, as segments related to the page, for call-up by a user.

REMARKS

Applicant respectfully requests entry of the foregoing amendments before examination of the aforementioned patent application. No new matter is added by entry of these amendments. Applicant's attorney would welcome a phone call at the telephone number listed below to discuss the claim set or the patent application if it would help advance prosecution of this case.